

## Part II, Standard 2. Curriculum and Instruction



*A digital file with a complete set of syllabi for all courses offered by SMSC during the current term, the 2019 summer term and the 2019 spring term will be available in a digital format and in the work room during the site visit.*

**1: Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations:**

The School of Media & Strategic Communications (SMSC)

Number of credit hours required for degrees: 120

Number of credit hours required for the majors: 54 major and related/45-48 media courses

Core Courses for All Students in Programs (MMJ, SPM and SC) = 15 hours

1. MC 1143 – Media in a Diverse Society (counted within general education requirements)
2. MC 2003 – Mass Media Style and Structure
3. MC 2023 – Electronic Communication
4. MC 4143 – Ethics and Issues in Mass Communication
5. MC 4163 – Mass Communication Law

*Additional courses in track/sequence that all students in MMJ track/sequence must take:*

Degree: Multimedia Journalism/MMJ (BA and BS) = 15 hours

1. MMJ 3153 – Fundamentals of Audio and Video Production
2. MMJ 3263 – Multimedia Reporting
3. MMJ 3553 – Advanced Reporting
4. MMJ 4393 – Data Journalism
5. MMJ 4973 – Multimedia Capstone

Elective courses that must be taken within the MMJ track/sequence (2 choices) = 6 hours

**#1 Multimedia News sequence**

1. MMJ 3313 – Editing in a Multimedia Environment
2. MMJ 4313 – Public Affairs Reporting

**#2 Digital Production sequence**

1. MMJ 3913 – Field Production
2. MMJ 4973 – Advanced Production

Elective courses that must be taken within the MMJ program = 9 hours

1. Three departmental/media electives (MC, MMJ, SC or SPM)/9 hours

Required Outside of SMSC = 12 hours

1. MGMT 3013 – Fundamentals of Management
2. Any Upper-division Traditional Liberal Arts or Business
3. Any Upper-division Traditional Liberal Arts or Business/Upper POLS for MMJ - News
4. Any Upper-division Traditional Liberal Arts or Business/Upper POLS for MMJ – New

*Additional courses in track/sequence that all students in SPM track/sequence must take:*

Degree: Sports Media/SPM (BA and BS) = 15 hours

1. SPM 2843 – Sports and the Media
2. MMJ 3153 – Fundamentals of Audio and Video Production
3. MMJ 3263 – Multimedia Reporting
4. SPM 3813 – Sports Reporting Across the Media
5. MMJ 4393 – Data Journalism

Elective courses that must be taken within the SPM track/sequence (2 choices) = 12 hours

#### #1 Sports Journalism Sequence

1. SPM 3863 – Electronic Sports Reporting
2. SPM 4883 – Sports Media Capstone
3. Pick two (2) classes from the following list (6 hours):
  - a. MMJ 3313 – Editing in a Multimedia Environment
  - b. MMJ 3913 – Field Production
  - c. MMJ 4313 – Public Affairs Reporting
  - d. SPM 4053 – Sports Announcing
  - e. SPM 4833 – Sports Information Systems
  - f. SPM 4853 – Advanced Sports Writing

#### #2 Sports Digital Production Sequence

1. SPM 3863 – Electronic Sports Reporting
2. SPM 4883 – Sports Media Capstone
3. MMJ 3913 – Field Production
4. SPM 4813 – Sports Media Production

Elective courses that must be taken within the SPM program = 6 hours

1. Two departmental/media electives (MC, MMJ, SC or SPM)/6 hours

Required Outside of SMSC = 9 hours

1. Any Upper-division Traditional Liberal Arts or Business
2. Any Upper-division Traditional Liberal Arts or Business
3. Any Upper-division Traditional Liberal Arts or Business

*Additional courses in track/sequence that all students in SC track/sequence must take:*  
Degree: Strategic Communication/SC (BA and BS) = 24 hours

1. SC 2183 – Introduction to Strategic Communications
2. SC 3353 – Persuasive Writing for Strategic Communicators
3. SC 3383 – Strategic Communications Management and Strategies
4. SC 3603 – Copywriting and Creative Strategy or SC 4493 – Advanced Public Relations Writing
5. SC 3753 – Graphic Design for Strategic Communications
6. SC 3953 – Research Methods for Strategic Communicators
7. SC 4013 – Advertising Media and Markets
8. SC 4843 – Strategic Communication Campaigns or SC 4980 – Advertising Competitions

Elective courses that must be taken within the SC track/sequence = 0 hours

None

Elective courses that must be taken within the SC program = 9 hours

1. Three departmental/media electives (MC, MMJ, SC or SPM)/9 hours

Required Outside of SMSC = 9 hours

1. Any Upper-division Traditional Liberal Arts or Business
2. Any Upper-division Marketing Class
3. Any Upper-division Marketing Class

**2: Explain how requirements for the major do not exceed the maximum credit hours allowable under the 72-credit hour rule and how students comply with the minimum of 72 hours they must take outside journalism and mass communications. If a minor is required, include these details.**

SMSC major and departmental requirements do not exceed the maximum credit hours allowable under the 72-hour rule. Required media classes with MC, MMJ, SPM or SC prefixes equal 48 credit hours in SC and SPM and only 45 hours in MMJ. This leaves either 72 or 75 credit hours to be taken outside of our unit.

This rule is a part of the institution's published and enforced degree requirement sheet where the following statement is included: "A minimum of 72 hours must be taken

outside of MC-MMJ-SC-SPM.” Additionally, this rule has been programmed into the institution’s degree auditing software, Degree Works. If a student were to take more than 48 hours in media prefixed classes, the courses would automatically go to an area called “Fallthrough Courses” on the degree auditing program and are not counted towards their degree at all.

### **3. Describe how the core and required courses instruct majors in all of the ACEJMC 12 professional values and competencies with a balance of theoretical and conceptual courses and skills courses.**

The School has three degrees: Multimedia Journalism, Sports Media and Strategic Communication. Multimedia Journalism students can specialize in News or Production. Sports Media students can specialize in Multimedia Journalism or Production. Students in Strategic Communication can specialize in Public Relations or Advertising. In addition to the School’s core curriculum, which all students have to take, students must take required courses in each degree program and can also take electives.

To create awareness among students and faculty of the ACEJMC’s professional values and competencies, the School adopted the O-State 8 in 2004 to develop an assessment of how the core values and competencies of the ACEJMC fit into the School’s curriculum. The O-State 8 has since become institutionalized in the School’s assessment process in terms of external evaluation of student portfolios, internships and alumni satisfaction surveys. These values and competencies also are displayed throughout the School. The O-State 8 represents all the professional values and competencies as follows:

- Demonstrate an appreciation of the relevant constitutional freedoms, legal issues and ethical principles involved in mass communication.
- Demonstrate an understanding of the relevance of human diversity in mass communications.
- Demonstrate an understanding of the history and social role of mass communications.
- Demonstrate critical, creative and individual thinking.
- Demonstrate an understanding of the relevant theories and concepts of mass communications.
- Demonstrate an understanding of the methods and techniques of research and information gathering.
- Demonstrate appropriate writing, editing and production techniques in mass communication.
- Demonstrate an understanding of relevant planning and management methods in mass communication.

Nonetheless, the following tables assess the degree to which the professional values and competencies as set out in the accreditation standards are developed in the

required courses and electives in each sequence. The basic categories are: Does not apply (white), Awareness, Knowledge and Application. A key is included:

**TABLE 1: Core and Required Courses for Multimedia Journalism (News)**

	1 Freedom of expression	2 History and role of media	3 Diversity in domestic society	4 Diversity in global society	5 Apply theories to images, info	6 Ethics in truth, accuracy, fairness, diversity	7 Think critically, creatively, independently	8 Conduct research and evaluation	9 Write clearly and accurately	10 Critically evaluate own work, others	11 Apply numbers and statistics	12 Apply current tools and technology
MC 1143 Media in a Diverse Society												
MC 2003 Media Style and Structure												
MC 2023 Electronic Communication												
MMJ 3153 Fundamentals of Audio & Video Production												
MMJ 3263 Multimedia Reporting												
MMJ 3313 Editing in a Multimedia Environment												
MMJ 3553 Advanced Reporting												
MC 4143 Ethics & Issues in Mass Communications												
MC 4163 Mass Communication Law												

MMJ 4313 Public Affairs Reporting												
MMJ 4393 Data Journalism												
MMJ 4973 Multimedia Journalism Capstone												
	<b>Does not apply.</b>											
	<b>Awareness:</b> Lighter orange cells indicate exposure to the concept but not developed in sufficient detail to warrant a deeper understanding.											
	<b>Knowledge:</b> The slightly darker orange cells indicate exposure to the concept goes into significantly more detail to give students a broader understanding.											
	<b>Application:</b> The darkest orange cells indicate exposure to the concept is applied through hands-on work. It involves interpretation and evaluation.											

**TABLE 2: Core and Required Courses for Multimedia Journalism (Production)**

	1 Freedom of expression	2 History and role of media	3 Diversity in domestic society	4 Diversity in global society	5 Apply theories to images, info	6 Ethics in truth, accuracy, fairness, diversity	7 Think critically, creatively, independently	8 Conduct research and evaluation	9 Write clearly and accurately	10 Critically evaluate own work, others	11 Apply numbers and statistics	12 Apply current tools and technology
MC 1143 Media in a Diverse Society												
MC 2003 Media Style and Structure												
MC 2023 Electronic Communication												
MMJ 3153 Fundamentals of Audio & Video Production												
MMJ 3263 Multimedia Reporting												
MMJ 3913 Field Production												

MMJ 3553 Advanced Reporting												
MC 4143 Ethics & Issues in Mass Communica tions												
MC 4163 Mass Communica tion Law												
MMJ 4393 Data Journalism												
MMJ 4953 Advanced Production Practices												
MMJ 4973 Multimedia Journalism Capstone												
	<b>Does not apply.</b>											
	<b>Awareness:</b> Lighter orange cells indicate exposure to the concept but not developed in sufficient detail to warrant a deeper understanding.											
	<b>Knowledge:</b> The slightly darker orange cells indicate exposure to the concept goes into significantly more detail to give students a broader understanding.											
	<b>Application:</b> The darkest orange cells indicate exposure to the concept is applied through hands-on work. It involves interpretation and evaluation.											

**TABLE 3: Core and Required Courses for Sports Journalism (Multimedia Journalism)**

	1 Freedom of expression	2 History and role of media	3 Diversity in domestic society	4 Diversity in global society	5 Apply theories to info, info	6 Ethics in truth, accuracy, fairness,	7 Think critically, creatively, independently	8 Conduct research and evaluation	9 Write clearly and accurately	10 Critically evaluate own work, others	11 Apply numbers and statistics	12 Apply current tools and technology
MC 1143 Media in a Diverse Society												
MC 2003 Media Style and Structure												
MC 2023 Electronic Communication												



SPM 2843 Sports & Media												
MMJ 3153 Fundament als of Audio & Video Production												
MMJ 3263 Multimedia Reporting												
MMJ 3313 Editing in a Multimedia Environmen t												
SPM 3863 Electronic Sports Reporting												
SPM 3813 Sports Reporting Across Media												
MC 4143 Ethics & Issues in Mass Communica tions												
MC 4163 Mass Com Law												
MMJ 4393 Data Journalism												
SPM 4883 Sports Media Capstone												
	<b>Does not apply.</b>											
	<b>Awareness:</b> Lighter orange cells indicate exposure to the concept but not developed in sufficient detail to warrant a deeper understanding.											
	<b>Knowledge:</b> The slightly darker cells indicate exposure to the concept goes into significantly more detail to give students a broader understanding.											
	<b>Application:</b> The darkest orange cells indicate exposure to the concept is applied through hands-on work. It involves interpretation and evaluation.											

**TABLE 4: Core and Required Courses for Sports Journalism (Production)**

	1 Freedom of expression	2 History and role of media	3 Diversity in domestic society	4 Diversity in global society	5 Apply theories to images, info	6 Ethics in truth, accuracy, fairness, diversity	7 Think critically, creatively, independently	8 Conduct research and evaluation	9 Write clearly and accurately	10 Critically evaluate own work, others	11 Apply numbers and statistics	12 Apply current tools and technology
MC 1143 Media in a Diverse Society												
MC 2003 Media Style and Structure												
MC 2023 Electronic Communication												
SPM 2843 Sports & Media												
MMJ 3153 Fundamentals of Audio & Video Production												
MMJ 3263 Multimedia Reporting												
SPM 3863 Electronic Sports Reporting												
MMJ 3913 Field Production												
MC 4143 Ethics & Issues in Mass Communications												
MC 4163 Mass Communication Law												
SPM 4813 Sports Media Production												

MMJ 4973 Multimedia Journalism Capstone												
	<b>Does not apply.</b>											
	<b>Awareness:</b> Lighter orange cells indicate exposure to the concept but not developed in sufficient detail to warrant a deeper understanding.											
	<b>Knowledge:</b> The slightly darker orange cells indicate exposure to the concept goes into significantly more detail to give students a broader understanding.											
	<b>Application:</b> The darkest orange cells indicate exposure to the concept is applied through hands-on work. It involves interpretation and evaluation.											

**TABLE 6: Required Courses for Strategic Communications**

	1 Freedom of expression	2 History and role of media	3 Diversity in domestic society	4 Diversity in global society	5 Apply theories to info, images,	6 Ethics in truth, accuracy, fairness,	7 Think critically, creatively, independently	8 Conduct research and evaluation	9 Write clearly and accurately	10 Critically evaluate own work, others	11 Apply numbers and statistics	12 Apply current tools and technology
MC 1143 Media in a Diverse Society												
MC 2003 Media Style and Structure												
MC 2023 Electronic Communication												
SC 2183 Intro to Strat. Communications												
SC 3353 Persuasive Writing for Strat. Comm.												
SC 3383 Strategic Comm. Management & Strategies												
SC 3606 Copy Writing or												

SC 4993 Advanced P R												
SC 3753 Graphic Design												
SC 3953 Research Methods in Strat. Comm.												
SC 4013 Media & Markets												
MC 4143 Ethics & Issues in Mass Communica tions												
MC 4163 Mass Communica tion Law												
SC 4843 Strategic Comm. Campaigns or SC 4980 Ad. Competitio ns												
	<b>Does not apply.</b>											
	<b>Awareness:</b> Lighter orange cells indicate exposure to the concept but not developed in sufficient detail to warrant a deeper understanding.											
	<b>Knowledge:</b> The slightly darker cells indicate exposure to the concept goes into significantly more detail to give students a broader understanding.											
	<b>Application:</b> The darkest orange cells indicate exposure to the concept is applied through hands-on work. It involves interpretation and evaluation.											

#### 4. Explain how instruction, whether on-site or online, responds to professional expectations of current digital, technological and multimedia competencies.

The School puts much effort into maintaining currency in digital, technological and multimedia competencies of its student and faculty/staff. It recognizes that students must be prepared to enter the professional world and to do this, those involved in instruction must also be competent. These efforts are undertaken in all three degree programs the School offers.

The following items summarize efforts made within the School to maintain currency:

- The School encourages and supports faculty/staff involvement in professional organizations, where connections are made with professionals in their field.
  - Each faculty member is allocated money for traveling to professional conferences/workshops.
  - The School also provides travel support for its engineer to travel to certification courses and to the annual convention of National Association of Broadcasters, where he is exposed to the current technological capabilities of the industry and is able to converse with engineers in the professional world. Several of our faculty also attend this convention at the same time/location as the annual Broadcast Education Association annual convention.
- The technology committee is one of the standing committees within the School. It oversees maintaining the equipment current with necessary industry standards. That committee has representation from each degree program. The engineer also serves on that committee. It meets regularly to evaluate the currency and needs of the School relating to technology. Some things the technology committee has achieved since 2014 are:
  - A full upgrade of the television studio to HD capability using technology currently employed in the industry. Some of the items upgraded include a fully digital video payback server, an up-to-date Ross Carbonite switcher, Xpressions graphics server, new video monitors and integration of telephone calls into the studio.
  - In 2018, the technology committee applied for and was awarded a college grant that purchased live video streaming boxes to be able to incorporate live reports in journalism and sports productions.
  - Buying 4K capable video cameras and DSLR cameras that are used across all three degree programs.
  - Buying new portable LED light kits more compatible with current industry use and more cost effective.
  - Buying current digital audio recorders and microphones to ensure students have access to the current technology in audio.
  - The upgrade of computer lab equipment to new high-performance iMac computers with software needed for all three degree programs. Two labs in the school are not supported with university financing and maintenance. The technology committee evaluates usage of these labs and decides when computer equipment should be replaced.
  - Purchased equipment to create eye tracking lab.
  - Renovated administrative office space to create a focus group room with a one way mirror and recording capabilities.
- The School has encouraged more student entries in competitions that evaluate student professional work. These competitions provide professional judges who give feedback to students. Since 2014, many courses have structured assignments and instruction to produce student entries in these competitions. Many awards have been won in recent years based on work done in courses.

Involvement in these competitions has done much to enhance currency of students and faculty in the professional world.

- In the classroom, we integrate new resources to supplement the knowledge and skills of students. For example, students in Research Methods class use our focus group room and eye-tracking lab for class projects. Students in production classes use our over the top technology to produce live events. Student researchers work closely with faculty members on grants studying social media.

**5. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.**

The School recognizes the importance of consistency in instruction, especially in courses that may offer several instructors. To ensure such courses are essentially the same, these processes are regularly in place:

- To maintain consistency across multiple sections and instructors in Style & Structure (MC 2003), colleagues worked together to draw up and implement a standard text and examination.
- When multiple sections of the same course are taught in the same semester, the Director ensures faculty members assigned to the course develop a common syllabus and course objectives and use the same textbook. Typically, a course leader takes responsibility for the coordination. Faculty members meet to ensure the course's content, tests and projects are similar.
- Ensuring uniformity of course materials, particularly when the same course is taught on the Stillwater and Tulsa campuses is the role of the program coordinators. The course assignments also are first submitted to the program coordinators for their final review to ensure faculty members have the necessary background and knowledge to teach the courses offered.
- In the case of multiple lab sessions several teaching assistants conduct, it is the instructor of record's responsibility to ensure and monitor the quality of instruction and grading in those labs.

**6. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a digital format, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites (will be added later in a table or similar).**

Internship policies, requirements and assessment are consistent for all programs.

**Internship selection and approval:**

Internships are not required but are highly encouraged in all SMSC degrees.

Students are responsible for finding and securing internships, but their academic adviser as well as faculty members in their program, faculty internship advisers and

the SMSC director counsel students about internships. Students also are directed to the SMSC student Facebook closed group, which lists open internships and jobs. In all cases, our emphasis is to encourage students to take internship credit that will help them in their academic and professional careers.

When an internship is secured, the student and the supervisor must complete the internship application (see appendix 2-1).

The faculty internship adviser then approves or denies the internship for credit hours based on the criteria and internship responsibilities the supervisor described. The approval criteria includes:

- Responsibilities must include professional experience for the student.
- Student must be able to produce portfolio items during the internship.
- Supervisor must possess a college degree in a similar major and at least five years' work experience in a communications-related field.
- Students must be able to complete required hours during the semester.

### **Internship supervision:**

Interns are supervised two ways: a company internship supervisor and a faculty internship adviser.

When an internship is secured, the student and the supervisor must complete the internship application. The faculty internship adviser then approves or denies the internship for credit hours based on the criteria and internship responsibilities the supervisor described. For approval, the internship must:

- Include professional experience for the student;
- Allow students to produce portfolio items during the internship;
- Provide a supervisor who possesses a college degree in a similar major and at least five years work experience in a communications-related field;
- Have a supervisor who provides regular feedback and completes an internship evaluation at the end of the internship.

Faculty internship advisers supervise students by reading, filing and responding to weekly email reports.

### **Student responsibilities:**

- Weekly Reports

Once approved, the student begins sending weekly reports via email to the faculty internship adviser and continues sending the reports until the internship ends. The reports must include:

- Total hours worked for the week; total hours worked for the internship.
- Tasks assigned for the week; tasks accomplished during the week.
- Amount of interaction with supervisor and/or other employees during the week and what was discussed.
- New skills learned during the week.

- Most interesting part of the intern's week.
  - Most challenging part of the intern's week.
  - Other information as deemed important.
- **Final Paper**  
At the end of the internship, students must submit a final paper to the internship professor. The paper must summarize the internship. It is due one week after the internship is completed. The paper must include:
    - Summary of activities during the internship.
    - Summary of what student learned.
    - Summary of what skills student learned during the internship.
    - Summary of skills student needed but didn't have before the internship.
    - Summary of students' strengths and weaknesses during the internship.
    - Summary of what student enjoyed most about the internship and what student enjoyed least about the internship.
    - Summary of how the internship supervisor supervised the student.
    - Any other information student feels is important for the internship professor to know.
  - **Portfolio items**  
At the end of the internship, students must send the faculty internship adviser a digital portfolio link that includes updated internship material in the portfolio. Students are required to add items created during the internship to their portfolio. Students are required to take pictures during the internship and place pictures in their portfolios.

## **Evaluation:**

(See Appendix 2-2 for the standard Internship Evaluation Form)

### *Written Evaluation from internship supervisor:*

At the end of the internship, internship supervisors are required to provide a written evaluation and discuss the evaluation with the student. The internship professor provides an evaluation form. The evaluation must be sent via email from the supervisor to the internship professor. The written evaluation must include:

- Describing the student's responsibilities as an intern.
- Evaluating the student's performance in terms of her/his interpersonal relations with supervisors, colleagues and public contacts.
- Providing written comments regarding the intern's performance.
- Providing a grade assessment of student's skill and knowledge. Supervisors must provide a grade of A-F or NA for the following items:
  1. Understands the fundamental communications challenges in specific assignments.
  2. Recognizes target audiences and can direct communication to them effectively.



3. Thinks creatively with assignments.
4. Writes with appropriate style.
5. Writing skills.
6. Attention to details.
7. Ability to deal with ideas.
8. Overall ability to visualize situations.
9. Computer skills.
10. Photography skills.
11. Design and layout skills.
12. Interpersonal skills.
13. Other.

*Assessment of overall learning outcomes expected of all graduates from the School of Media & Strategic Communications:*

Supervisors are asked to numerically rate the intern's/student's ability for the following core values and competencies The Accrediting Council for Journalism and Mass Communication specifies. This part of the evaluation is intended to assist the School of Media & Strategic Communications in improving its program to better facilitate these outcomes. Supervisors are asked to use a scale from one to seven and indicate to what extent they believe the student demonstrates the following characteristics.

- An understanding of the relevance of human diversity in mass communications.
- An understanding of the history and social role of mass communications.
- Critical, creative and individual thinking.
- An understanding of the relevant theories and concepts of mass communications.
- An understanding of the methods and techniques of research and information gathering.
- Appropriate writing, editing and production techniques in mass communications.
- An understanding of relevant planning and management methods in mass communications.

The internship professor determines the final grade for the internship based on:

- |   |            |
|---|------------|
| • Timeliness and thoroughness of weekly reports | 25 percent |
| • Final paper                                   | 25 percent |
| • Portfolio items added to student's portfolio  | 25 percent |
| • Supervisor's evaluation                       | 25 percent |

**Internship Credit:**

Students are not required to complete an internship for credit hours but are encouraged to do so. Students may complete up to six hours of credit for an internship. Students must complete 60 hours of approved internship work for one hour of credit; 120 hours of approved internship work for two hours of credit; and 180 hours of approved internship work for three hours of credit.

Students may choose to earn three credit hours at one time (one internship) or divide the credit hours among several internships.

**Internship Sites**

A list of recent internship sites is available in Appendix 2-3.